

THE BRANDING

BIBLE

FOR SECURITY UPSTARTS II



Dr Sylvan Lightbourne

OVERNIGHT_SECURITY

**WEALTH CREATION & MONEY MAKING IN SECURITY
BRANDING ACADEMIA DON'T TEACH**

RESPONSIVE BRANDING-PARA-ACADEMIC DILEMMA



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PARA-ACADEMIA DILEMMA!

For too long the adoption of field research as a means to effectively communicate to the agenda of the academia and the population under study, to prove a thesis is worth a valuable commodity to the researcher and its security profession.

A profession which blindly refers to grounded theories as a pivot to security excellence over the assimilated measures of branding a professional, to be a security analyst more so over, local investigation of threats but an international structural framework guided to cover all territorial threats globally.

The local coverage of security inhibits a stress to the industry when globalization and multinational security issues are not implanted in the agile minds of graduate students, as the only brand they will ever need to be responsive to their private capacity as security providers.

Hereto, are not responsive to local threats as the committee prevents the overuse of mass brand marketing security issues, in the name of patriotism and for the derelict responsibility of the professional, but to adhere solely to a resolute committee to be soft in expressing security matters as not to stir any political economic flow of the consumer confidence level (*citizens*); attaches it have to security leaders and players that they are not doing a job entrusted to them by their appointment.



Thus it enforces the social justice rule of the security professional and their private entities into joining the mutual relationships committee in addressing security topics of national, regional and international issues.

Institutions encouraged by many states and private universities to dissuade any graduate student to perform AWOL approaches to the sensitive industry which are carefully guarded by the old guard.

The 21st century millennia topic arises here when new threats are continuing and mutating, which the old guards refuse to respond on and thus, forces the branding of new students of the craft to respond more vivaciously towards



THREAT ASSESSMENT

With the constant threats to human life and livelihood it alerts the security professional and community more than all other professions, regardless if their proximity to the threats are more delicate than the security fraternity.

No matter its closeness or destination of desired attack, the security professional is duty bound to respond to all issues of target assimilation and acquisition, meant to socially displace the movability of the social economics of its citizen.

To not respond to all these matters or even worse, to not be aware of all territorial matters, would place the professional in a compromising dilemma, if called upon to assess the outcomes of its trajectory and its relation to business opportunities or existing ones to the entity it concerns.

It requires pure discipline and a love for the craft to be diligently apprised of threat theatre and its growing force of nurturing, surprising victims and opportunists to engage in citizenry combative mode.

To the security professional within their private business model, finds difficulty in interpreting the soft zone approach of investigating and researching territorial upspring and spring threats in the confines of their safe zone.

RESPONSIVENESS



Brand management is exemplified when the national community can look forward to participating in international conferences promoting the nation into investing in regions who may have potential in entering the local economy.

The Learners Manual?

Rather than perform field exercises and grounded observation, through tactical methods of operations amongst target interjections and analysis amongst the population engaged in the conflict.

This would intensify the broader spectrum of assessing real and profitable data, enshrined to be more valuable in the mantra of the private capacity it has on the professional, who have interests in entering the territory to be a business partner or in the good will of the security department it represents.

Graduate schools are the foundation of an educated professional entering in the field of choice. To the security field it takes more than comfortable safe zone approaches for security, to prevent rising tides of social security issues and greater mentorship programs, which encourages and enforces the student to be excellent responders to threats; solidifies the relationship between the school acceptance rate and its by-product, regardless if it's far from the truth.

Not possible if starvation on lessons of being a responsive brand would be taught in security graduate schools programs.

"The minds and hearts of two essentials are truly displaced ." -Dr. Sylvan Lightbourne

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feedback or questions

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